



Dad's blue blanket inspires online business

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[DAPHNE GORDON](#)

THE CONSTANT SHOPPER

THE ITEM: Baby blanket by Fuzzy Blanket

THE COST: \$49

WHERE TO BUY: <http://www.blueblankie.com>



Super-soft pink or blue baby blankets are designed and marketed by Blueblankie.com, a home-grown business started by a Whitby mom.

Maybe it's a groundbreaking new lifestyle choice in Hollywood, but really, people have been having babies for a long, long time. And people have been giving baby gifts for a long time, too.

If chosen correctly, a gift can become a treasured possession as the baby grows up. The ideal choice is both beautiful and practical, an item that the baby will use and love in his or her everyday life.

I plan to turn to this super-soft blanket when my friend Mandy has her baby. And I'll order it from <http://www.blueblankie.com>, an amazing Canadian online source for beautiful baby gifts.

Operated by Whitby mom Tanya Petruk, the home-grown site was inspired by her own search for a blue blanket for her daughter, now 3.

"My husband was adopted and he came to his parents in a blue blanket," Petruk says. "He gave it to our daughter (and) she's carried it around 24 hours a day."

It got so that the blanket needed replacing but Petruk couldn't find the quality and design she was looking for. It made her realize the opportunity for a Canada-based website focused on baby products. She started Blueblankie last February and is now launching her own brand of cuddlers, Fuzzy Blanket.

With a keen eye for something different, Petruk sources well-designed items that are great for gifts. Many of her customers are grandparents looking to give something extra-special and lasting.

I love this luxurious blanket, which is super-soft microfibre chenille and trimmed with pleated satin. Designed by Petruk and made in Toronto, it's available in coral pink and smoky blue.

Blueblankie delivers for free in the Toronto area on orders over \$49. It makes shopping online infinitely attractive, especially as the Christmas craze approaches.

In the neighbourhood: Check out the pedal cars at Blueblankie as a splurge idea for a Christmas gift. Priced at around \$400, they're just like the real thing but smaller and fuelled by kidpower.

Daphne Gordon's Constant Shopper column appears every Saturday in the Shopping section and Monday to Friday online at <http://www.thestar.com/constantshopper>. Email: constantshopper@thestar.ca.

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